

Mike McGinn, Mayor  
City of Seattle

Vincent Kitch, Director  
Seattle Office of Arts & Cultural Affairs

## 2012 Arts Mean Business Funding for Arts Jobs

### Guidelines

Applications can be accessed online at:  
**[http://www.seattle.gov/arts/funding/arts\\_mean\\_business.asp](http://www.seattle.gov/arts/funding/arts_mean_business.asp)**

**DEADLINE:**

**Monday, September 10, 2012 - 11:00 p.m. online**

**Kathy Hsieh, Program Manager**  
**(206) 733-9926 – [kathy.hsieh@seattle.gov](mailto:kathy.hsieh@seattle.gov)**

#### **Seattle Office of Arts & Cultural Affairs**

*We promote the value of arts and culture in communities throughout Seattle.*

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## Arts Mean Business Overview

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### PROGRAM PURPOSE

The purpose of the Arts Mean Business funding opportunity is **to fund arts jobs crucial to the implementation of sustainable revenue strategies for arts, cultural and heritage organizations.**

Arts mean business. They are essential not only for positively engaging our youth and establishing a high quality of life, but for encouraging a flourishing economy as well. Arts and culture organizations comprise a vital business sector with significant impact in Seattle. The arts:

- **Create jobs.** The nonprofit arts and culture industry in Seattle supports 10,807 full-time equivalent jobs.
- **Deliver a strong return on investment,** generating \$38.2 million in local and state government revenues.
- **Draw vital tourism** into the region. Recently, readers of Travel + Leisure and Condé Nast Traveler, two of the world's foremost travel magazines, voted Seattle one of their top ten favorite cities to visit. What makes Seattle so appealing? According to Seattle's Convention and Visitors Bureau, it's because of the "unlimited opportunities to experience art, heritage and culture, all in a setting of rare natural beauty."
- **Provide highly valued services for local residents.** Nonprofit arts organizations in Seattle with a primary mission in the arts show per capita revenues over 3 times the national average.
- **Leverage additional event related spending** by their audiences who contribute vital revenue into restaurants, hotels, retail, parking and other local businesses. The *Arts & Economic Prosperity IV* study shows that in Seattle, the typical attendee spends \$29.79 per person, per event, to support local businesses in addition to the cost of admission.
- **Attract new business.** International studies show that the communities offering an abundance of arts and culture opportunities are the most sought after for global businesses, new start-ups and the brightest professionals.

The **Seattle Office of Arts & Cultural Affairs (OACA)** seeks to provide one-time funding to Seattle arts, heritage, cultural and arts-service organizations for arts jobs that will make a difference in each organization's ability to generate extra revenue to carry out its mission. Investing in the arts is an investment in the cultural, social and economic good of the city.

### APPLICATION DEADLINE

**Monday, September 10, 2012, 11:00 p.m. PDT.**

### ONLINE APPLICATION

- Submit your Seattle Office of Arts & Cultural Affairs Arts Mean Business application online:  
[http://www.seattle.gov/arts/funding/arts\\_mean\\_business.asp](http://www.seattle.gov/arts/funding/arts_mean_business.asp)

### APPLICANT ELIGIBILITY

Eligible organizations must be Seattle-based with at least a three-year operating history as a legally established, not-for-profit organization; have as a primary purpose an arts, culture or heritage focus; and demonstrate a record of ongoing artistic or cultural accomplishments serving Seattle residents.

**FUNDING LEVELS (Amount determined by organization budget size:)**

- Organizations with an annual budget of less than \$400,000 are eligible for **\$2,000 - \$10,000**.
- Organizations with an annual budget greater than \$400,000 are eligible for up to **\$25,000**.

**Funds may be applied to:**

- **Salary support or contract fees**, full or partial, for one position (employee or contract) that is crucial to the implementation of a sustainable revenue strategy for the organization.

**GRANT PERIOD**

These one-time funds may be applied to salary or contract fees starting **no earlier than December 15, 2012** and must be expended **by November 30, 2013**.

**FOR HELP IN APPLYING**

Assistance with the application or guidelines: [Kathy.Hsieh@seattle.gov](mailto:Kathy.Hsieh@seattle.gov) (206) 733-9926

**We encourage you to attend a grant workshop and contact us early for assistance.**

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**Workshops and Technical Assistance**

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**Free Information Sessions**

Learn what makes a strong application, including information about other funding programs. This interactive question-and-answer session will cover specifics on eligibility and how to apply. As this is a new funding program, all applicants are strongly encouraged to attend.

Space is limited. Please register for a session by contacting Kathy Hsieh at (206) 733-9926 or e-mail at [kathy.hsieh@seattle.gov](mailto:kathy.hsieh@seattle.gov). Sessions may be cancelled if there is insufficient advance registration.

**Monday, August 13, 2012 – 5:30-7:00 p.m.**

Seattle Public Library – Douglass-Truth Branch, 2300 E. Yesler Way in Seattle's Central District

**Tuesday, August 21, 2012 – 1:00-2:30 p.m.**

Seattle City Hall, 600 Fourth Avenue, Boards and Commissions Room, L280 in Downtown Seattle

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**Online Application**

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The Seattle Office of Arts & Cultural Affairs uses a “green” online application to save copying, paper, postage and time. It allows individuals and organizations to apply virtually from any computer.

## Eligibility

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To apply for this one-time funding, applicants must:

- Be a Seattle-based organization.
- Have as a primary purpose an arts, culture or heritage focus.
- Be incorporated as a not-for-profit in the State of Washington.
- Demonstrate a minimum three-year history of continuous operation and cultural accomplishment serving Seattle residents. (Organizations may apply in their third year, provided their third fiscal year will end no later than December 31, 2012.)

**Arts and culture organizations** are defined as non-profit groups that provide as their *primary mission* regular cultural programs or services, which may include producing or presenting a series or annual program of performances, exhibitions, media presentations, festivals, readings, or literary publications. **Non-profit organizations that include arts as a primary and major focus of a larger mission** may apply, but must show only arts and cultural programs and finances in the application and documents.

**Heritage organizations** have as its mission or makes an exceptional contribution to the education of the public about the histories of people and places in Seattle or the collection, exhibition, interpretation, preservation, or protection of resources relating to this history.

**Arts Service organizations** provide education and training and professional services such as administrative support, information resources or technical assistance to a variety of arts professionals, organizations or disciplines. They may promote arts education or access for special populations, ethnic communities and underserved communities.

Organizations receiving funding through Civic Partners, Youth Arts, Neighborhood and Community Arts or smART ventures are eligible to receive funding through Arts Mean Business as long as the position covered does not overlap with positions already being funded through the Office.

## What We Can and Cannot Support

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Arts Mean Business funds may be used to support a salaried or contract position that is crucial to the implementation of sustainable revenue strategies. This may be a new position or additional hours for an existing position. Increased pay rates for existing positions will be less competitive for this funding program.

**Arts Mean Business awards may not be used for**

- Out-of-state employees/contract labor;
- Grantwriting or fundraising salaries or fees;
- Temporary consultant fees for planning; or
- Church, school, college and university department salaries or fees.

Additionally, increased rates of pay for existing full-time positions will be less competitive.

## Evaluation Criteria

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Please note that the application process will be extremely competitive. There is not enough funding to support all worthy applicants.

Applications for Arts Mean Business will be evaluated on the following criteria:

- Strategic importance of the position in implementing sustainable revenue strategies aligned with the organization's mission.
- The position has the potential to help the organization become more economically viable.
- The position plays a pivotal role in carrying out the organization's mission.
- The position provides a meaningful opportunity for the organization to better serve the community, demonstrating a clear public benefit.
- The organization demonstrates innovative practices or fresh new approaches to doing business.
- The responsibilities of the job exhibit entrepreneurial insight and thoughtful planning on the part of the organization.
- The organization is well-managed and fiscally stable.
- The job proposal plan has a realistic potential for becoming self-sustaining and generating additional revenue for the organization.
- The project budget is reasonable.

## Application and Funding Timeline

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- **September 10, 2012 – 11:00 p.m. PDT** – Application deadline. No late applications will be accepted.
- **November 2012** – A review panel will meet to rank all applications and make grant recommendations. Panel recommendations will be presented to the Seattle Arts Commission for final approval.
- **December 2012** - All applicants will receive notice of the panel recommendations. Funded applicants will receive instructions for contracting and necessary documentation. Signed contracts are due back from funded recipients.
- **November 30, 2013** – Final date funding-related expenses may be incurred.
- **December 20, 2013** – Invoices, final reports and documentation due. Recipients will receive the balance of their funding within one month of the receipt of their completed paperwork.

## Tips for Success

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All funding programs are highly competitive. We encourage you to:

- **read the guidelines and follow the online instructions carefully,**
- **start early** so you can complete the application on time,
- **attend an information session** to get in-person guidance and hear other applicants' questions,
- **talk with the program manager** about any questions, or to review your draft application,
- **save often and be sure to re-read your work** before you submit,
- **submit your application before the deadline** so you have time to deal with any technical issues.

**Getting started is easy** – go to [http://www.seattle.gov/arts/funding/arts\\_mean\\_business.asp](http://www.seattle.gov/arts/funding/arts_mean_business.asp) and start your new application. If this is your first time applying to our Office, please follow the easy directions to set up your organization's account. If you have recently applied online to our Cultural Facilities funding program, please use your existing account to access this application.

### **READ THE GUIDELINES AND *help!* LINKS ONLINE**

Pay close attention to all instructions, information and examples provided. You will save yourself trouble and provide a stronger application. Staff will also be happy to assist you with any questions.

Questions? Call Kathy Hsieh at (206) 733-9926 or e-mail at [kathy.hsieh@seattle.gov](mailto:kathy.hsieh@seattle.gov).

### **IMPORTANT: OBLIGATIONS OF AWARD RECIPIENTS**

- Maintain written contracts outlining employment terms and all other related documentation in separate files.
- Track hours worked and salaries/fees paid for your funded position.
- Submit a Final Report with documentation.

**Required Credit:** All grant recipients must acknowledge Seattle's Office of Arts & Cultural Affairs in programs and promotional material, including Web sites.

**Timely reporting:** It is the responsibility of the grantee to manage the grant contract by meeting the deadlines for returning the contract, invoice(s), documentation and required report. Late or missing paperwork may void the award.

**Notice of Significant Changes in Scope:** OACA staff must be informed *in advance* of any changes in the contract details. Failure to do so may result in non-payment of the award.

**Taxes:** All responsibility for reporting this revenue will rest with the recipient organizations. Award recipients are responsible for reporting any contractor agreements or salaries to the appropriate entities.

**Compliance with Laws:** Grant recipients must comply with federal laws governing Fair Labor Standards: Title VI of the Civil Rights Act of 1964 and the Civil Rights Act of 1991, Section 504 of the Rehabilitation Act (ADA) of 1990, and any other applicable federal, state and local laws.

### **PUBLIC INFORMATION**

All of the information in applications, including the narrative and financial portions, is eligible for review and comment by OACA and will be open to public inspection. Requests from the public for copies of application materials will be honored in accordance with the state law and the city of Seattle's rules on public records requests.